The Art And Science of Building a "Zero Trends" Workplace Wellness Program

Dr. David Hunnicutt

The Genius of Michael Larson

On May 19, 1984, history was made at CBS by a man who showed how successful you can be if you just pay attention.
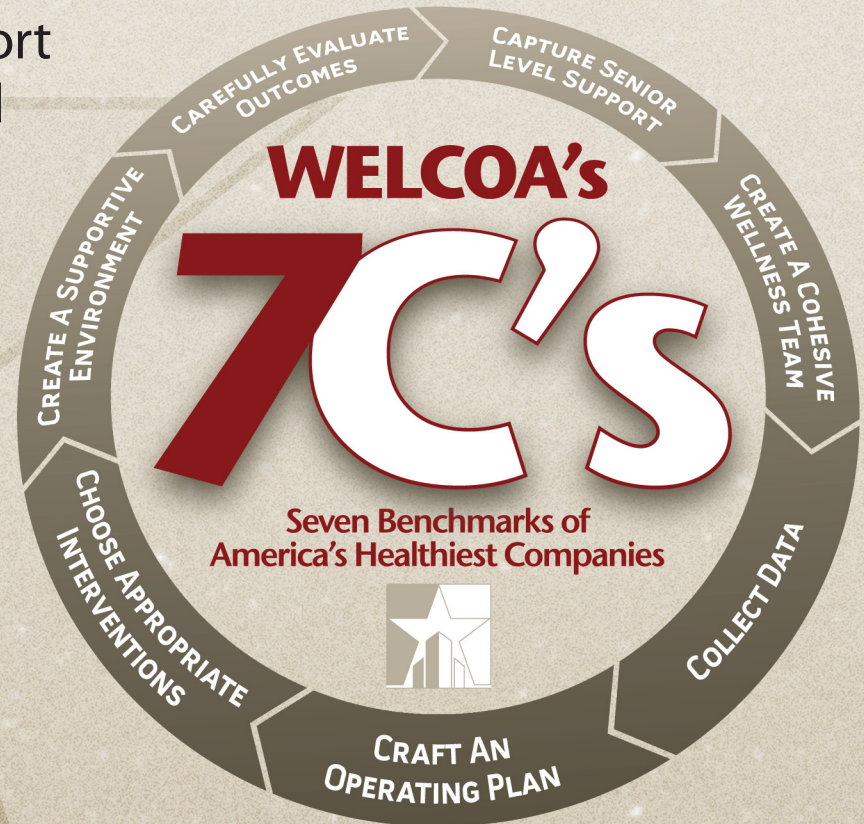
Michael Larson's Gift To Us

1. Identify the right moves

2. Execute the understanding

The Right Moves

1. Capture CEO and Senior Level Support and educate them on their roles and responsibilities

2. Create Cohesive and Engaged Teams

3. Collect The Right Health Data

4. Craft and Breathe Life Into Your Operating Plan

5. Choose And Deliver Dynamic Interventions

6. Create Supportive Cultures

7. Carefully Evaluate Outcomes

WELCOA's

7C's

Seven Benchmarks of America's Healthiest Companies

- CAPTURE SENIOR LEVEL SUPPORT
- CREATE A COHESIVE WELLNESS TEAM
- COLLECT DATA
- CRAFT AN OPERATING PLAN
- CHOOSE APPROPRIATE INTERVENTIONS
- CREATE A SUPPORTIVE ENVIRONMENT
- CAREFULLY EVALUATE OUTCOMES

It's All About Execution

The new priority for business leaders, health plan administrators, and wellness practitioners is executing this new knowledge base.
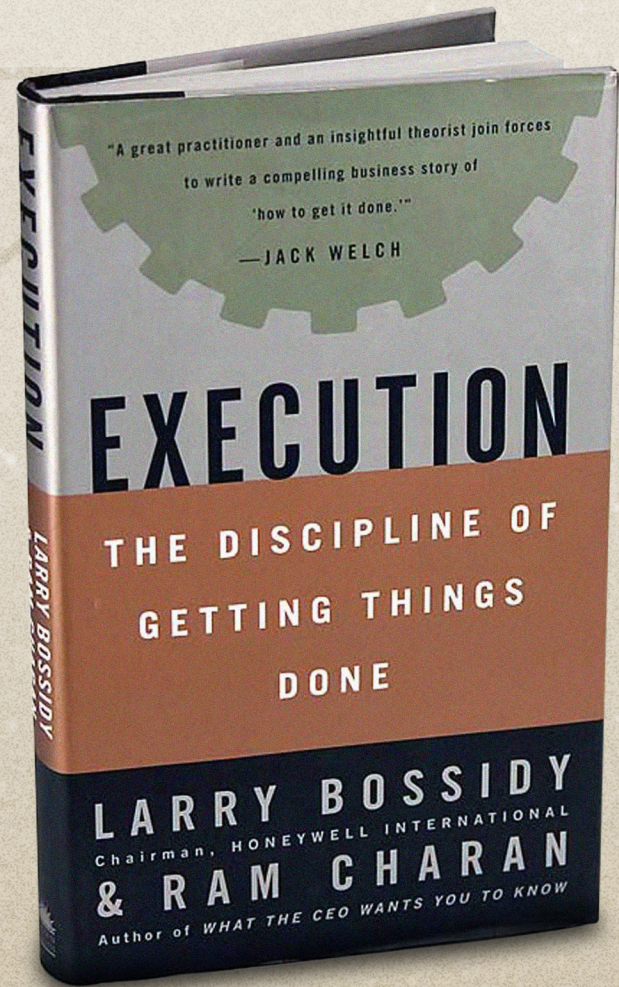
Priority #1

Capture CEO and Senior Level Support by making the business case and educating them on their roles and responsibilities.

Make The Business Case

ZERO TRENDS

Health as a Serious Economic Strategy

Dee W. Edington, PhD, Health Management Research Center, University of Michigan
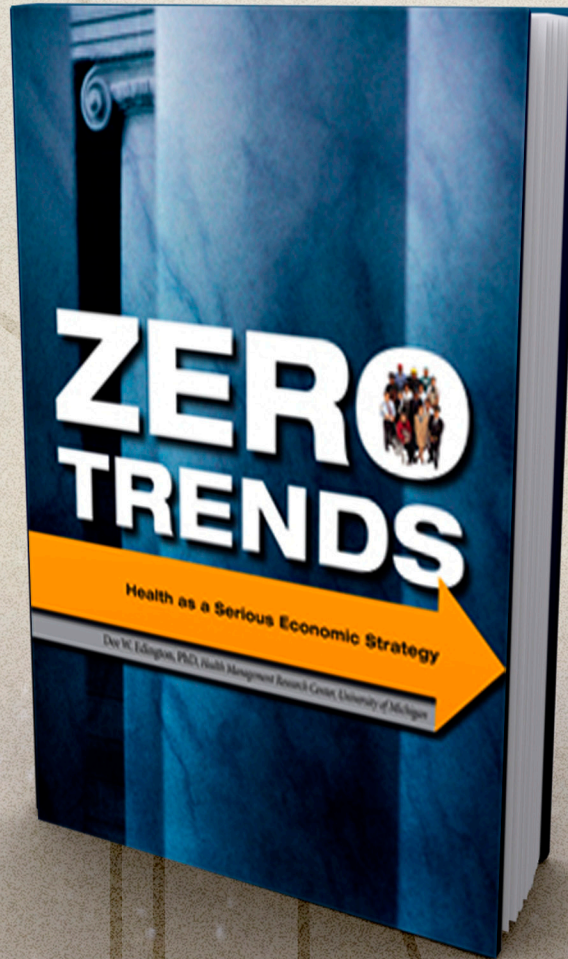
Defining Healthy Leadership

1. Feeling The Burden

2. Developing The Vision

3. Allocating The Resources

4. Communicating The Importance

5. Setting The Example

6. Distributing The Responsibility

Developing A Results-Oriented Wellness Program

The Tests Of Leading A Healthy Company

| By David Hunnicutt, PhD
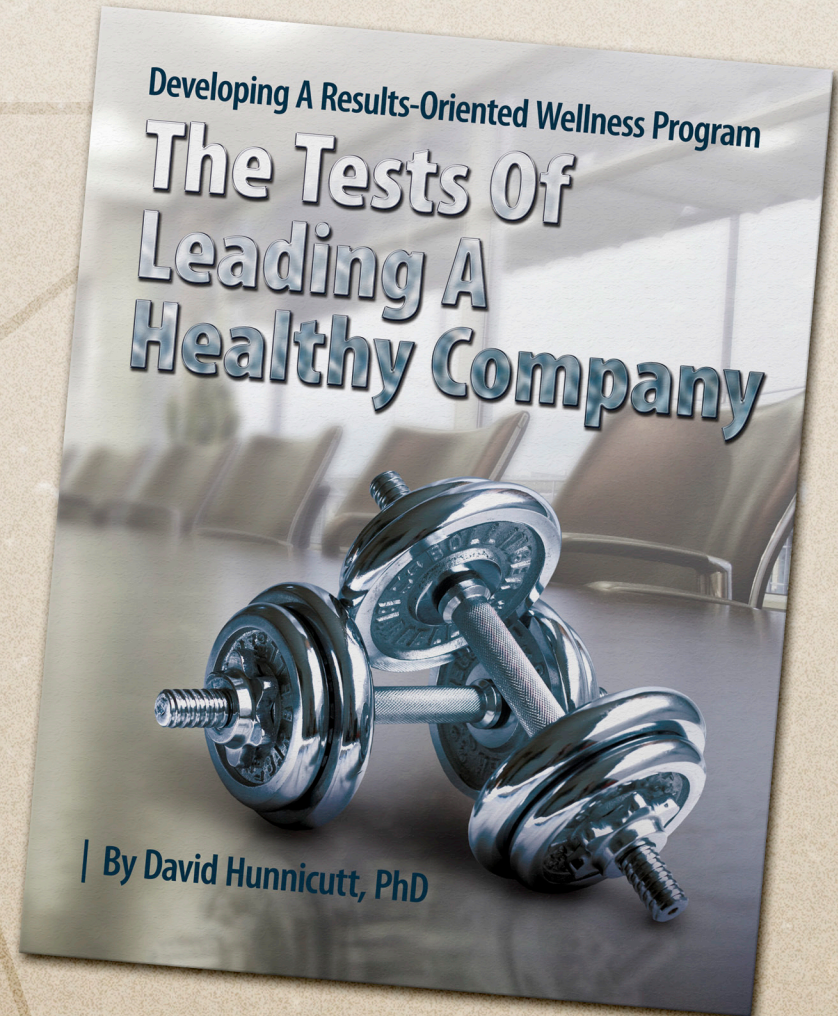
The Power of Vision

"This is going to sound strange coming from me, but THE most important piece of advice I would give business and health leaders is to, first and foremost, carefully craft a corporate vision for health and well-being and to articulate it throughout the organization."

—Dee Edington

A WELCOA | Expert Interview

Dee Edington, PhD

Director, Health Management Research Center, Professor, Division of Kinesiology University of Michigan

PART 1: Culture Counts

Senior Level Boot Camp

CEO sold on the concept of wellness…

★ Desire was to build a best-in-class wellness initiative.

★ Established a business case for the organization.

★ Challenged senior-level staff to lead by example.

★ Initiated mandatory 8-week wellness orientation.

★ Identified key executives at risk for health problems.

★ Ultimately, transformed senior level attitudes.

Developing A Results-Oriented Wellness Program

The Tests Of Leading A Healthy Company

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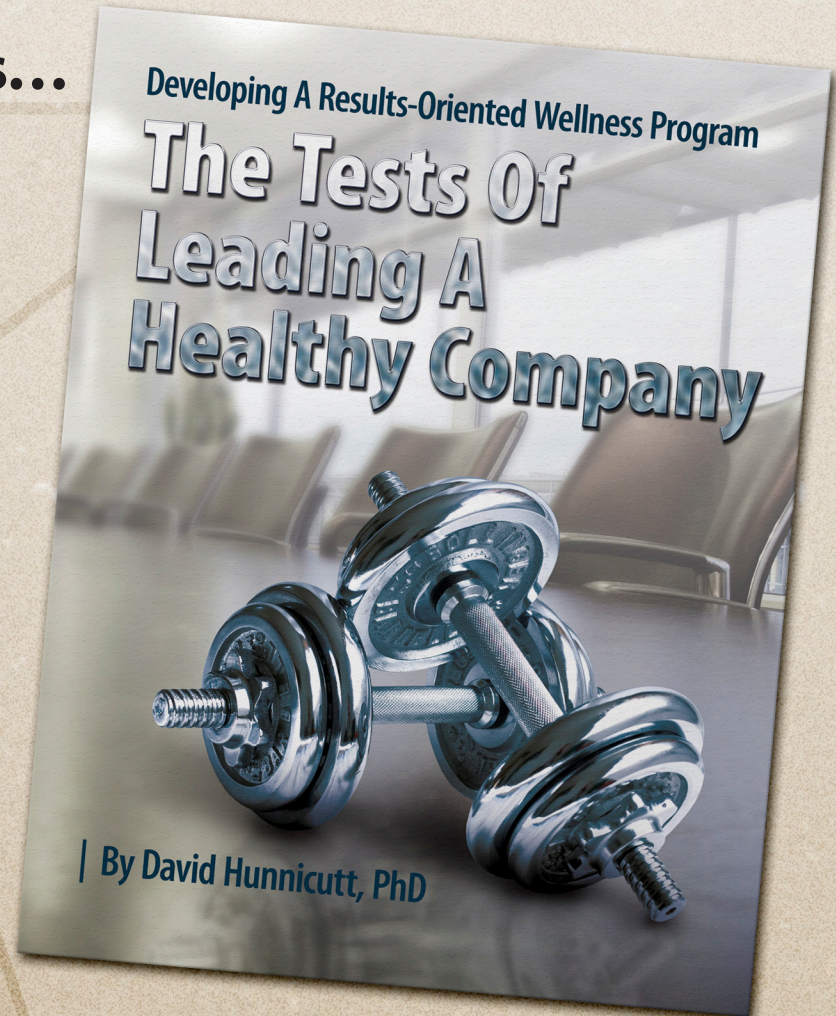
Executive Coaching
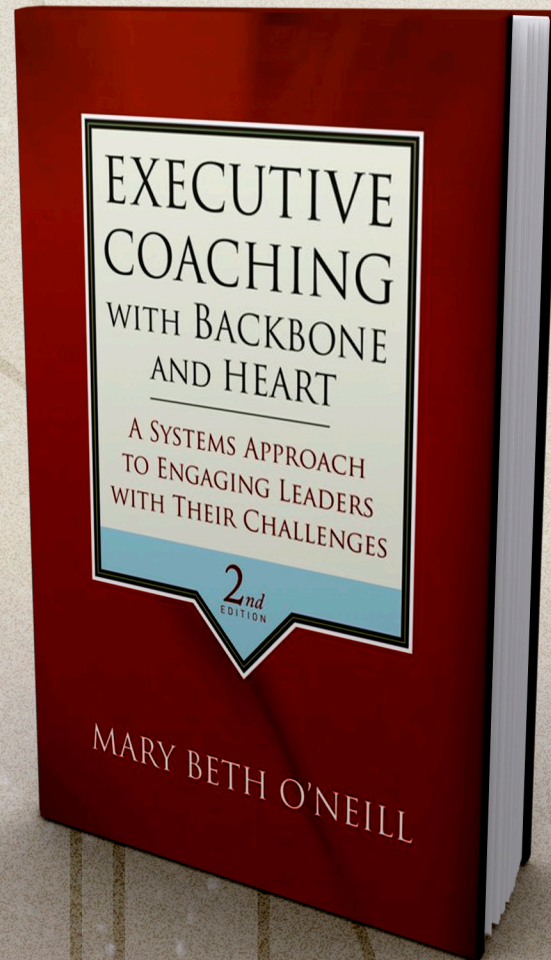
Priority #2

Create A Cohesive And Engaged Wellness Team

Setting Expectations

If you want to create cohesive and engaged teams, it's essential that you set crystal clear expectations.
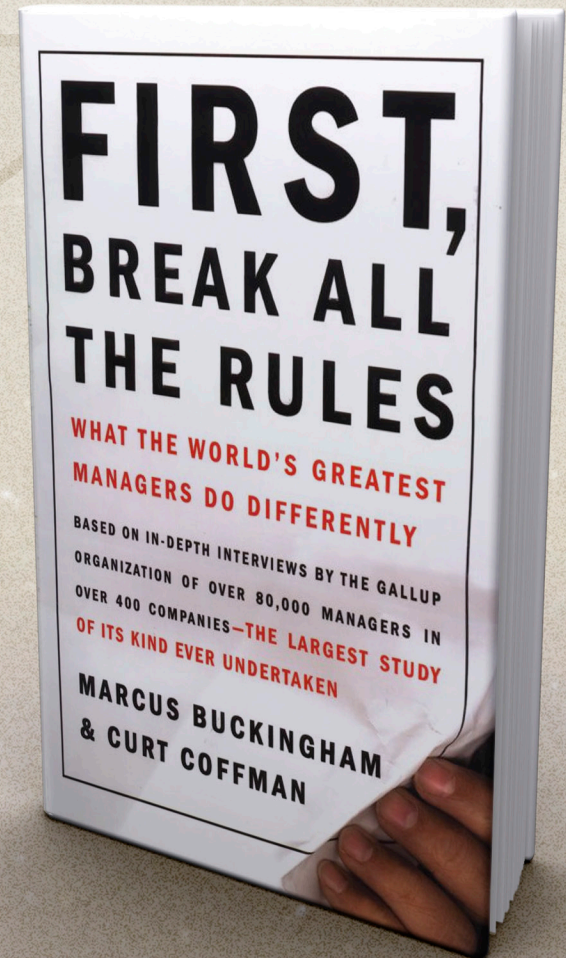
Assess Team Strengths

★ Thinkers

★ Achievers

★ Relators

Dialogue vs. Discussion

What?   Why?   How?   Do?   Will?   When?

Priority #3

Collecting The Right Forms Of Data To Drive Your Health Management Initiative

Collecting Data To Drive Health Efforts

Developing Results-Oriented Wellness Programs One Company At A Time

IN THIS ISSUE:
In this issue of Absolute Advantage, we zoom in on the concept of collecting data to drive your company's health efforts. Specifically, we present 10 reasons why data collection is an essential step in building a results-oriented wellness program. In addition, we also outline three important sources of data that must be gathered in order to be successful. Finally, we present several new tools including the Wellstream PHA and Blueprint For Health.

WEB LINK
infopoint.welcoa.org

Each month you can learn more about the articles in Absolute Advantage. Simply log on to WELCOA's members only website to get more in-depth coverage of the topics that matter most to you. Find full-length interviews, expert insight, and links to additional information that will help you do your job better!

THE WELLNESS COUNCILS OF AMERICA

Give others in your company the Advantage. Please route to: ❏ Senior Management ❏ Human Resources ❏ Benefits Department ❏ Fitness Center

Quantifying Data Collection

1. Does the organization administer a personal health assessment?

2. Does the organization administer an employee interest survey?

3. Does the organization administer a health culture audit?

HEALTH RISK APPRAISALS

EMPLOYEE INTEREST SURVEY

HEALTH CULTURE AUDIT

Segmenting By Risk Status

15%
High Risk: 5+ High Risks

60%
Moderate Risk: 3-4 High Risks

25%
Low Risk: 0-2 High Risks
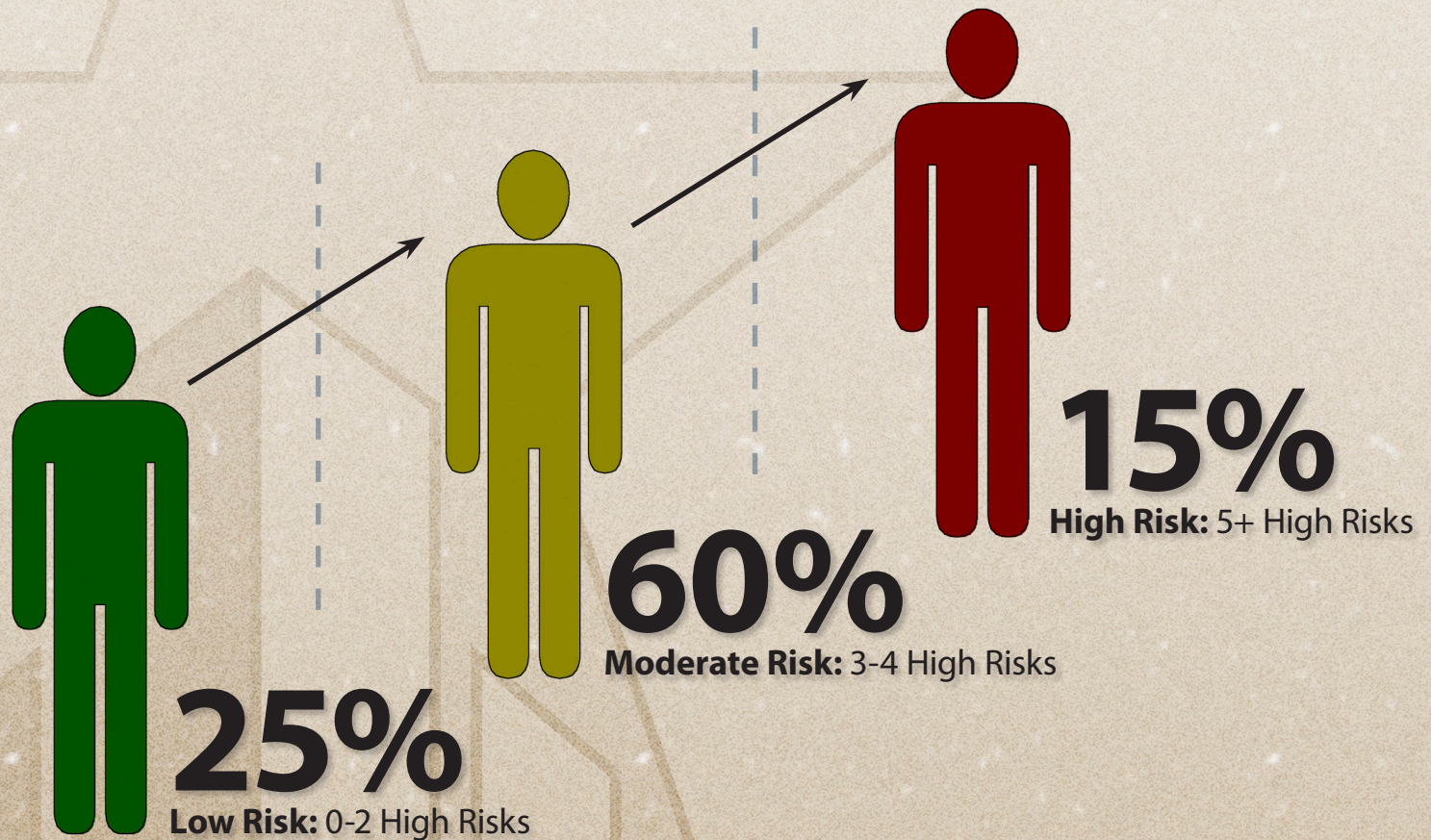
Priority #4

Carefully Craft And Breathe Life Into Your Operating Plan

VOLUME 6, NUMBER 7

Absolute ADVANTAGE
THE WORKPLACE WELLNESS MAGAZINE

Carefully Crafting An Operating Plan

Developing Results-Oriented Wellness Programs One Company At A Time

IN THIS ISSUE:
In this issue of Absolute Advantage, we zero in on the concept of carefully crafting an operating plan. Specifically, we've outlined the importance of planning as well as highlighted the elements of a wellness plan that can take your program from good to great. To complete this issue, we've provided a case study from the City of Gainesville and an expert interview with one of the nation's best practitioners, Mike Wanetka.

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Elements of a Comprehensive Operating Plan

- ★ Vision statement
- ★ Goals and objectives
- ★ Timelines for implementation
- ★ Roles and responsibilities for completion of objectives
- ★ Itemized budget
- ★ Appropriate communication strategies
- ★ Evaluation plan

ABSOLUTE ADVANTAGE

Carefully Crafting Organization's We

The Essential Elements That Can Take Your Program From Good To Great

■ By David Hunnicutt, PhD

²2007 WELLNESS COUNCILS OF
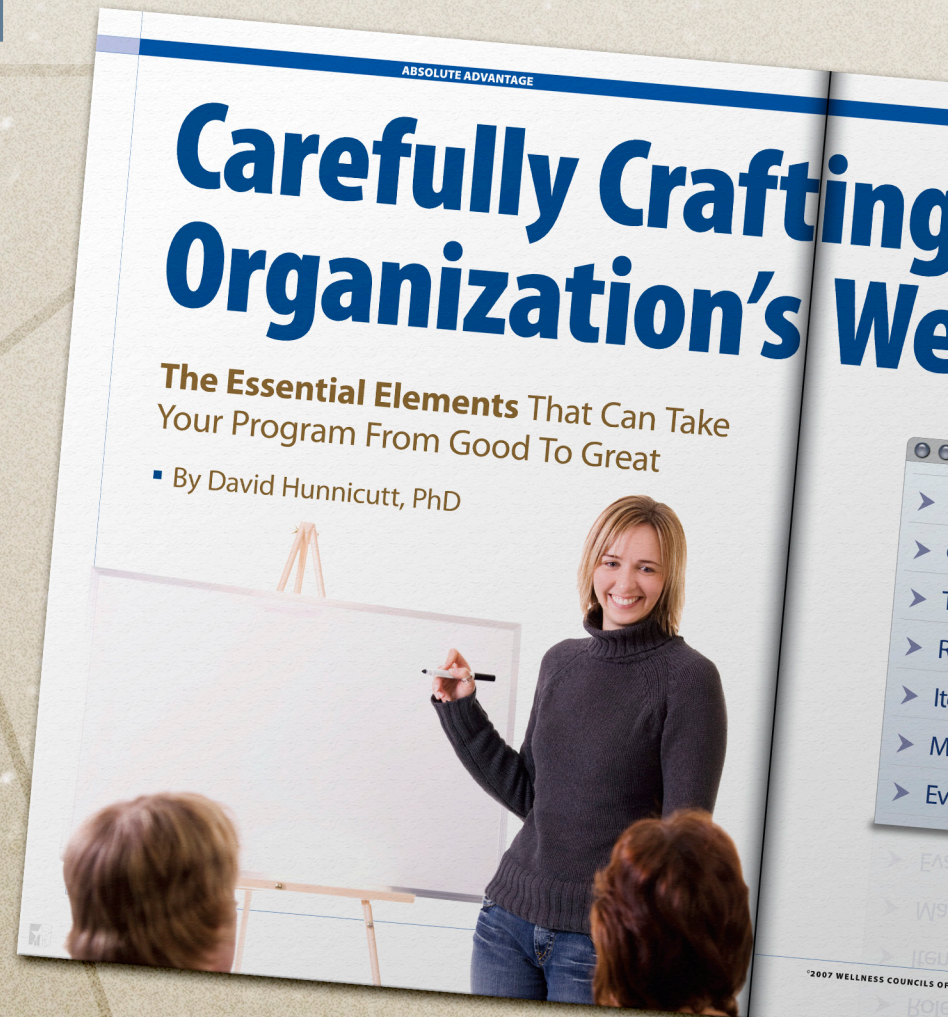
Repeat After Me. . .

A good plan today is better than a perfect plan tomorrow.

The Power of Planning

A GOOD PLAN TODAY IS BETTER THAN A PERFECT PLAN TOMORROW

By David Hunnicutt, PhD

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Priority #5

Choose And Deliver Dynamic Interventions

VOLUME 6, NUMBER 8

Absolute ADVANTAGE
THE WORKPLACE WELLNESS MAGAZINE

Choosing Appropriate Interventions

Developing Results-Oriented Wellness Programs One Company At A Time

IN THIS ISSUE:
In this issue of *Absolute Advantage*, we're focusing on the benchmark of *Choosing Appropriate Interventions*. Specifically, we'll outline the issues and factors to consider when choosing interventions for your organization. In addition, we'll present expert information from Dr. Ken Cooper on physical activity, Dr. Jeffrey Wigand on tobacco cessation, and Dr. Luke Seaward on stress management. Finally, we'll set forth important guidelines for small businesses who are interested in adopting health promotion interventions.

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The Mantra

"Wellness is something we do with and for people…

It's not something we do to them."

Physical Activity & Health

Risk of "Disease"

Activity

Osteoporosis

Prevention of Weight Gain

Diabetes Mellitus

CHD

Stroke

Musculoskeletal Injury

Functional Health Status
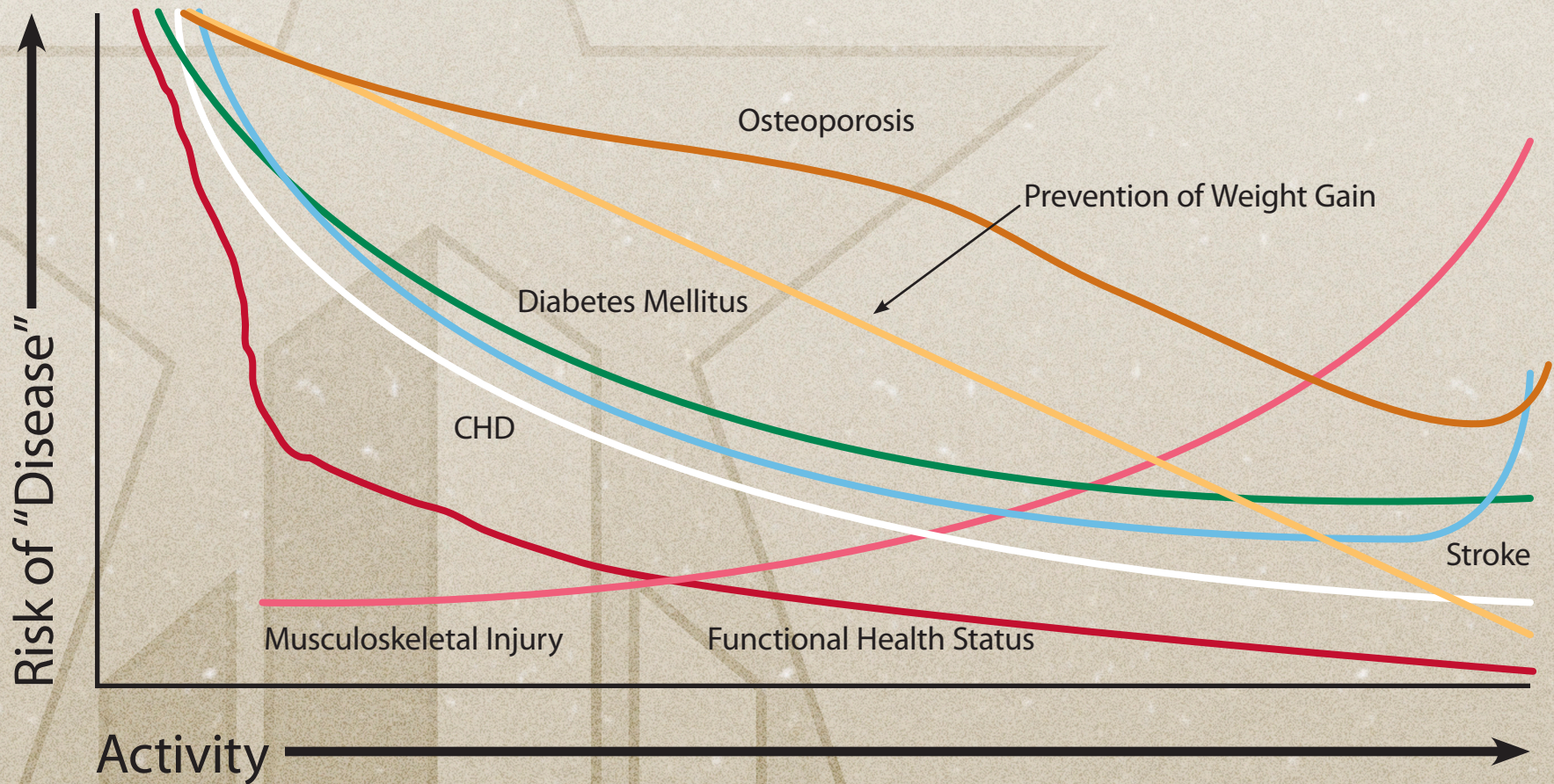
Live Longer, Live Better

"By walking 30 to 45 minutes on most—preferably all—days of the week, you will delay the onset of disability by 10 to 12 years."

—Dr. Steve Aldana

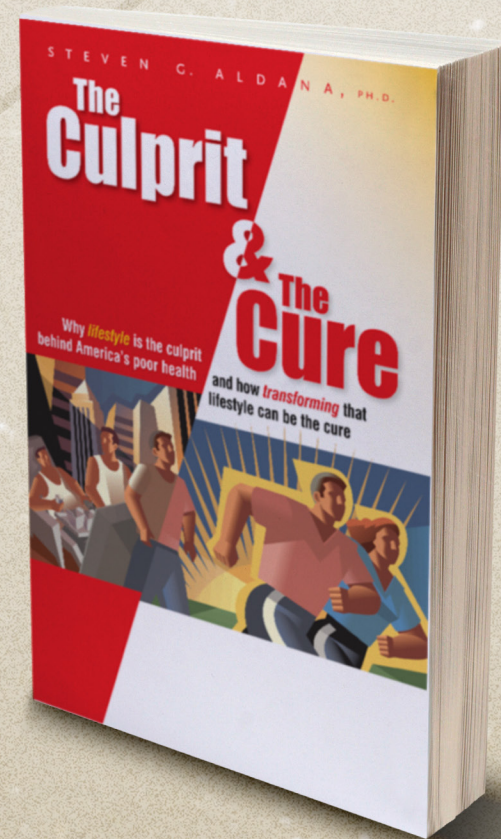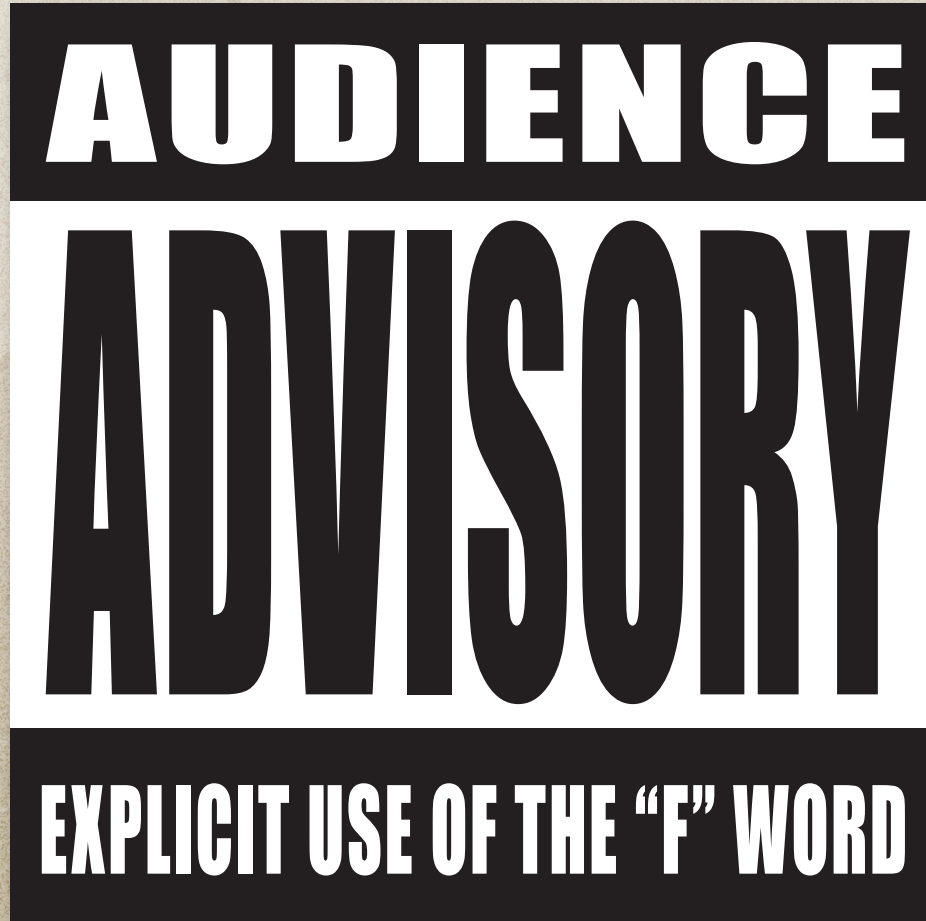# Graphic Content Advisory!

AUDIENCE ADVISORY

EXPLICIT USE OF THE "F" WORD

Priority #6

Creating A Supportive Environment

VOLUME 6, NUMBER 8

Absolute ADVANTAGE

THE WORKPLACE WELLNESS MAGAZINE

Choosing Appropriate Interventions

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Corporate Culture Defined

★ Technically, culture comprises an organization's climate and its' widely shared values, norms, behaviors, and assumptions.

★ Culture comes down to a common way of thinking, which drives a common way of acting on the job—it is usually implicit and unspoken and can mean the difference between success and failure and joy and drudgery.

Made to Stick

If we can't make difficult concepts simple, stick a fork in us 'cause we're done.

Why Some Ideas Survive and Others Die

MADE to STICK

Chip Heath & Dan Heath
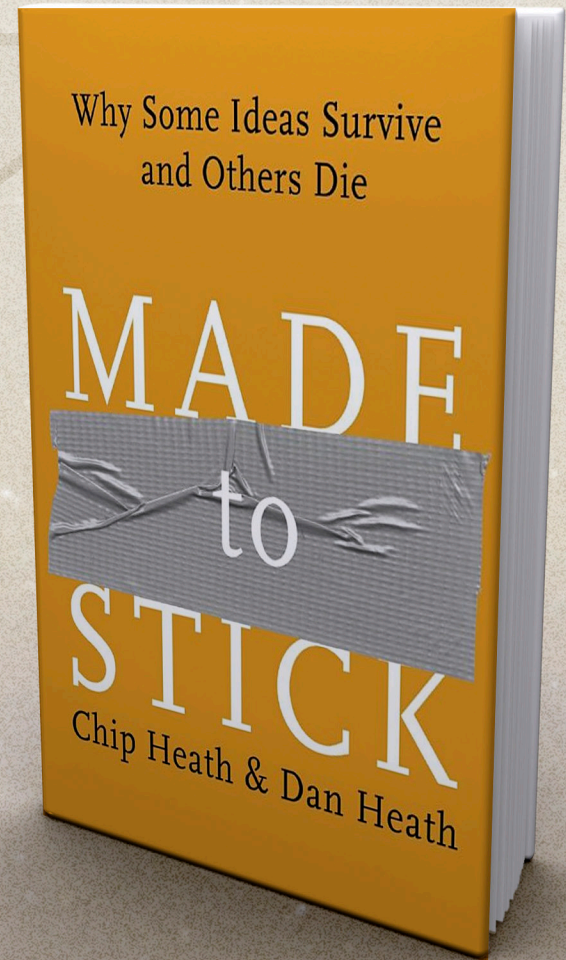
A Quick-Inventory of Culture

- ★ Physical Activity

- ★ Tobacco Use

- ★ Nutrition/Weight Management

- ★ Workstation/Ergonomics

- ★ Alcohol/Drugs

- ★ Stress Management

- ★ Organizational Benefits

- ★ Organizational Policies

WELLNESS COUNCIL OF AMERICA SPECIAL REPORT

Creating a
Culture of
Wellness
A WELCOA QUICK-INVENTORY
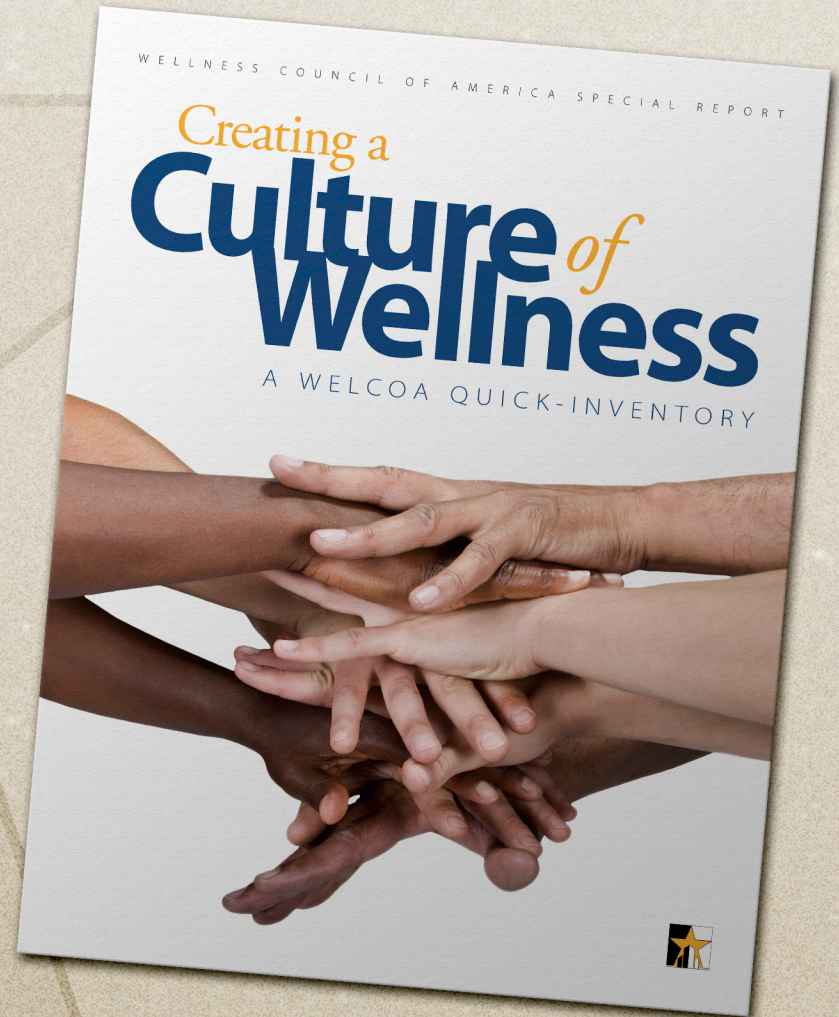
Priority #7

Consistently Evaluating Outcomes

Absolute
ADVANTAGE
T H E   W O R K P L A C E   W E L L N E S S   M A G A Z I N E

Carefully
Evaluating
Outcomes

Developing Results-Oriented Wellness Programs
One Company At A Time

IN THIS ISSUE:
This issue of *Absolute Advantage* is dedicated to addressing the topic of evaluation. By providing a rationale for the importance of evaluating outcomes, as well as offering up the fundamentals that should be included in any workplace wellness evaluation effort, this edition is the final installment in our examination of the seven benchmark Well Workplace process.

WEB LINK infopoint.welcoa.org

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T H E   W E L L N E S S   C O U N C I L S   O F   A M E R I C A

Give others in your company the Advantage. Please route to: ❏ Senior Management ❏ Human Resources ❏ Benefits Department ❏ Fitness Center
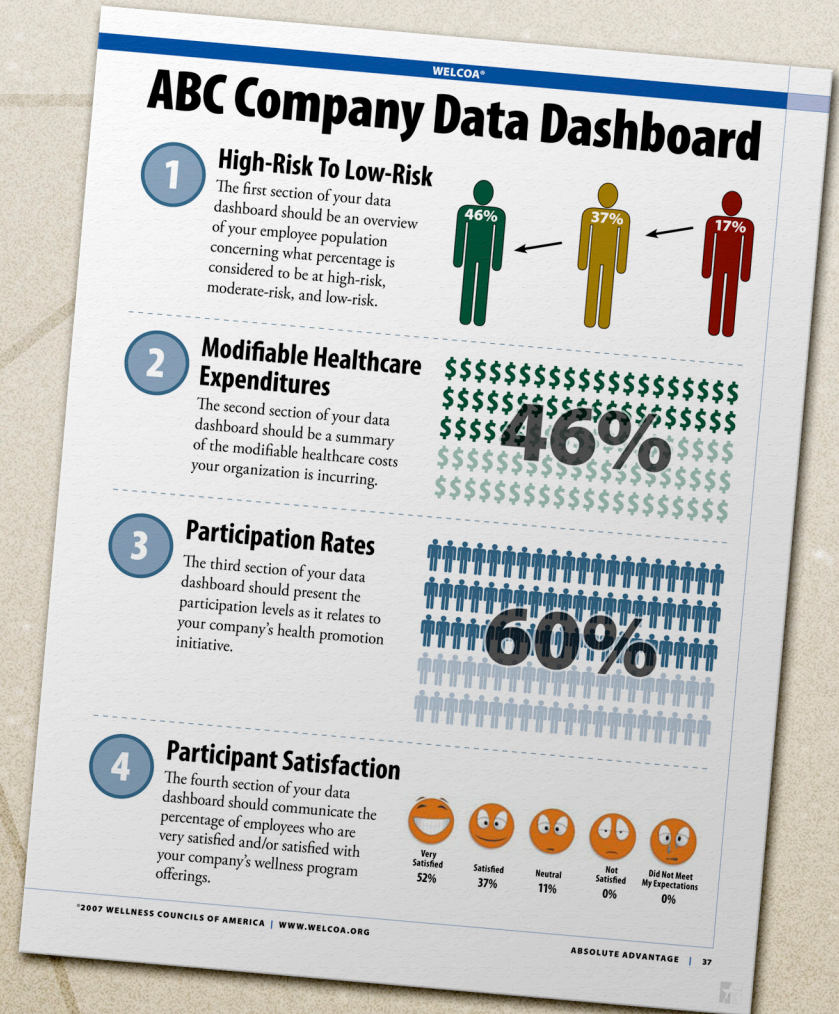
Evaluation Targets

✔ Participation

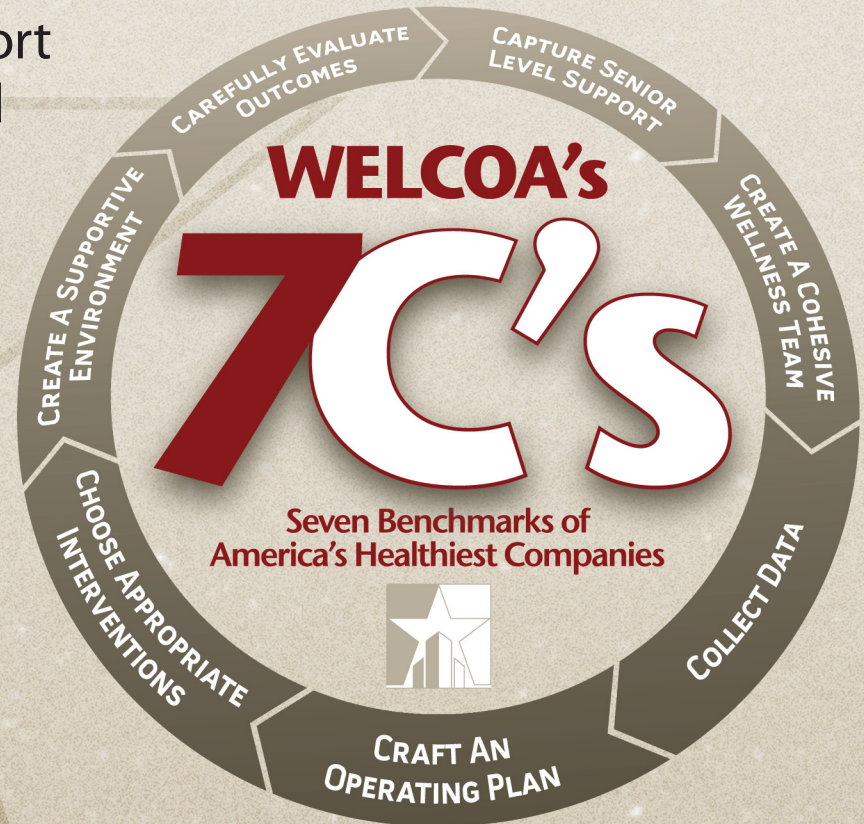✔ Participant Satisfaction

✔ Risk Factor Status

✔ Modifiable Healthcare Costs

Developing A Data Dashboard

✓ Participation

✓ Participant Satisfaction

✓ Risk Factor Status

✓ Modifiable Healthcare Costs

WELCOA®

ABC Company Data Dashboard

1 High-Risk To Low-Risk
The first section of your data dashboard should be an overview of your employee population concerning what percentage is considered to be at high-risk, moderate-risk, and low-risk.

46% 37% 17%

2 Modifiable Healthcare Expenditures
The second section of your data dashboard should be a summary of the modifiable healthcare costs your organization is incurring.

46%

3 Participation Rates
The third section of your data dashboard should present the participation levels as it relates to your company's health promotion initiative.

60%

4 Participant Satisfaction
The fourth section of your data dashboard should communicate the percentage of employees who are very satisfied and/or satisfied with your company's wellness program offerings.

Very Satisfied 52%   Satisfied 37%   Neutral 11%   Not Satisfied 0%   Did Not Meet My Expectations 0%

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ABSOLUTE ADVANTAGE | 37

7 Execution Priorities

1. Capture CEO and Senior Level Support and educate them on their roles and responsibilities

2. Create Cohesive and Engaged Teams

3. Collect The Right Health Data

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WELCOA's 7C's
Seven Benchmarks of America's Healthiest Companies

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- CREATE A COHESIVE WELLNESS TEAM
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- CREATE A SUPPORTIVE ENVIRONMENT
- CAREFULLY EVALUATE OUTCOMES

The Coming Storm...

"It's 2030…you see a country where the collective population is older than that of Florida today. You see a country where people in wheelchairs will outnumber kids in strollers. You see a country with twice as many retirees but only 18% more workers to support them. You see a country with large numbers of impoverished elderly citizens languishing in understaffed, overcrowded, substandard nursing homes…"

—Laurence Kotlikoff